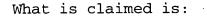
1

2

2



1 \(\frac{1}{4}\). An advertising system comprising:

- a content provider which generates ad banners;
- a target computer which receives the ad banners;
  - an agent which is transmitted from the content provider to the target computer, the agent obtains user information and transmits the user information to the content provider; and
  - a program running on the content provider, the program organizes the user information and updates a user specific database.
  - 2. The advertising system of claim 1 wherein the agent is software executed by the target computer.
- 3. The advertising system of claim 1 further comprising a baseline user profile which is updated by the program running on the contact provider.
- 1 4. The advertising system of claim 3 wherein the baseline
- 2 user profile includes information on Web sites visited.
  - 5. The advertising system of claim 1 wherein the agent

collects information using MICROSOFT® ACTIVE X<sup>™</sup>.
42390.P4072 14

PAT. APPL.

j.	1	1
H	٧/ م	2
.)	y	3
$\mathbb{N}$		4
	i i	5
	W NJ	6
	<u>.</u>	7
		8
	ā	•
į		9
Ì	L	10
	П	
	O	11
		12

13

1	6. The advertising system of claim 4 wherein the baseline
2	user profile includes a subkey indicating time spent at each web
3	site. \

A method of communicating advertising information comprising the steps of:

creating a user profile;

transmitting an \ad banner from a content provider to a target computer;

collecting user information at the target computer;

transmitting the user information from the target computer to the content provider;

filtering the user information to create relevant data; arranging the relevant data to create a modified user specific database; and

generating a second user ad\banner corresponding to the modified user specific database.

The method of claim 7 further comprising the step of 1 transmitting an agent from the content provider to the target 2 3 computer.

The method of claim 7 wherein the collecting step is executed by an agent running on the target computer.

10. The method of claim 8 wherein the agent is transmitted with the ad banner.

The method of claim 9 wherein the agent is independent of a browser executing on the target computer.

The method of claim 7 wherein the ad banner is transmitted in an Internet protocol format.

The method of claim 7 wherein the generating of the second user ad banners involves applying rules which include dynamic information profiling the target computer user.

M. A content provider for providing advertising content over a network comprising:

a plurality of user profiles, each user profile in the plurality of user profiles including user data corresponding to a target computer account;

7

8

6

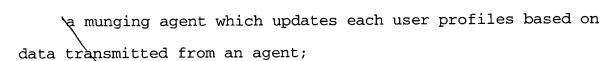
7

8

9

10

1/1



a rule set associated with each user profile including rules generated from the user data; and

a rulebook which selects data to be transmitted from an advertising content database using the rule set.

15. An advertising system comprising:

- a content provider which generates a means for advertising;
- a target computer which receives the means for advertising;
- a means for obtaining user information and transmitting the user information to the content provider, the means for obtaining user information transmitted from the content provider to the target computer; and
- a means for organizing the user information and upgrading a user specific database.

Add a 4 Add a

42390.P4072 WWS/KMC/sjh

PAT. APPL.